



# WordPress Website Design/Development Proposal for Michael Keadle

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# Michael Keadle is looking for a new website

## Introduction

I would like to thank you for giving me this opportunity.

The objective is to create a fast loading easily navigated, device agnostic website. I'll do this by doing two things:

Firstly, I figure out the real value you provide beyond the mechanics like providing the best in class service or product, and create consistent messaging to use throughout your entire brand that speaks to your audience. Since I am a Web Developer, you will be responsible for creating your own content. (This helps keep costs, down, and who better knows your service and market than you!)

Secondly, I employ modern lead-generation tactics. The site will be developed so that there will always be an easy option to contact you. These are frequently called "Call to Actions"

I have explained more about how I plan to achieve this in the next pages.

**Please read through the information carefully and, if satisfied, you can use the 'E-Sign' system right here in your proposal to accept and get started!**



# Your New Website

Having designed and re-designed hundreds of websites in my 24+ years and many being similar to your situation, there are several components to your site which would benefit you greatly.

## Content for the site

### **HOMEPAGE**

A hybrid of Prada, Louis Vuitton, and Andromedia Insights web Sites for inspiration

### **ABOUT / HISTORY**

I always suggest telling the story of how you came to be, and why one should choose you over so called competitors.

### **OFFERINGS / PRODUCTS**

Products will be handled with WooCommerce. FPS, DV, DVA and Custom Similar to Andromeda Insights, but without the all fluff. Simple, refined, elegant and fast loading. A refined checkout process, so it is extremely easy to make a purchase. No jumping through hoops for people to spend their money on your products.

With the ability to easily add files for download, on product pages and planned with the insight of playing a video on hover of the product thumbnail.

### **PRODUCT GALLERY**

Product gallery should be pulling from Instagram.

### **CONTACT US**

A solid form for people to reach out along with your socials. Should some one want a Custom solution, it might be wise to have a Request a quote where

### **PROCESS**

Sometimes it is beneficial to teach How do you work. What's required of your clients? It's worth detailing your process in advance.

### **PRICING**

Pricing should be clearly displayed, and as we discussed, there should be a way of indicating newly added, and we should set an automated expiration on that. It would also be worthwhile to indicate if something is on sale or "new price"

### **TESTIMONIALS / REVIEWS**

In this day and age, it's vital to give away content and advice in advance in order to "win people over" that you're the right company for the job. This is called social proof. You want visitors to know what your customers think of you!

### **FREQUENTLY ASKED QUESTIONS**

Frequently asked questions from the kinds of clients you want more of is a great place to start when thinking about what content to produce. Google also loves FAQ pages since people are now asking natural language questions into voice search, and your site will rank higher than others since it will answer those questions.

## **Why Choose WordPress?**

### **More than 40%** of the internet is run on **WordPress**

This means, should you ever decide to move on from me at any point in the future you can take your website with you and there's a 95% chance that any competent WordPress web developer will be able to help you.

I will develop the site so that it will be a very similar experience to that of editing a Word Document. More coding is required upfront, but makes for a much better user experience for both of us when editing the site is needed.

I'm here to help, **but...**

On the chance that it's late on a Sunday night and you're making website edits and get stuck with something and we're not around, you can just Google your problem.

#### **Here's an example:**

Let's search Google for something very specific: "**How to wrap text around my text in WordPress**"



How to wrap text round my text in Wordpress



All

Videos

Images

Shopping

News

More

Settings

Tools

About 1,670,000 results (1.23 seconds)

Showing results for **How to wrap text *around* my text in Wordpress**

Search instead for **How to wrap text round my text in Wordpress**

1. Log into WordPress Admin Panel. ...
2. We should add text and then press Add Media button:
3. Select the image, click on Insert button, click on the image, press Edit tool icon:
4. Select Align to the left side:
5. Click on Update button:
6. Refresh the Post page to see that we have successfully wrapped text around the image:



**WordPress. How to wrap text around the image - Template Monster Help**  
<https://www.templatemonster.com/help/wordpress-wrap-text-around-image.html>

**As you can see,** there are step-by-step guides

There is so much support and help available for WordPress. It can be odd at times, but on the whole, it's the best in the world at what it does. Many have tried to copy its simplicity and nothing has come close.

This is why I recommend it and why I fully believe it's the best platform from which to build websites – certainly for small businesses. I have been dedicated to developing in WordPress exclusively for more than 14 years.

**Relax,** you're never really stuck with **WordPress!**

# Process & Timescales



## Step 1 Design / Function interview

I need to get to the bottom of who you are, what your culture is, what your style is, your history, and more importantly how I can help you get you to where you want to go.

Only then can I begin to create a design that portrays the value you offer in a way that resonates with the people who matter: **the people you want to do business with!**

If you have websites that you like, **let me know**. Even if the site has nothing to do with your line of work, I want to see it. Know a site that has a particular element that you really like? We want to see what that is too!

## Step 2 Design presentation

Two new design concepts will be designed. Naturally there will be a common theme but we try to think outside the box and come up with something that isn't obvious. These is often where the best ideas come from.

We'll go through these options and decide which direction to take and any adjustments.

## Step 3 Website content

Now that I have your design locked-in, I can begin to construct the website.

Any photos will need to be gathered at this stage. (while you are gathering photos, I can use placeholder images). I also have access to a large library of royalty free images.

This is also when I need to start adding words on pages. In the event you haven't provided all the information, I can use filler text as placeholder text.

## **Step 4** Website build

Using everything I've gathered, your website is built. Once it's done, I'll present it to you and go through the details in accordance with the objectives originally set.

Any modifications are made at this stage.

## **Step 5** Launch

The launch process is a carefully considered one. I need to ensure email addresses don't go down, the site doesn't have any downtime, any old links are re-directed to the new pages and several other things.

This is something I've done hundreds of times before. I operate to a checklist which I've curated over the years and it's not failed me once.

I usually like to launch late on a Friday night to give me the best chance of getting any issues ironed out.

You can sleep easy knowing I'll be on-call over your launch weekend to ensure everything goes according to plan.

**In total**, it will take me between **3 - 5 weeks** to get your website live.\*

\*depending on client responsiveness

# Project Scope & Tasks

Exactly what this project will involve

## PROJECT SCOPE

Below is set out the project scope of [WEBSITE NAME] as follows:

### 1. INFORMATION ARCHITECTURE

#### The pages for the site will include:

Homepage

About Us or equivalent

Single Product page custom templates, Shop page custom template layout, archive custom layout (displaying products by group/category/style

FAQ Page

Contact Page

Professional Associations / charities / Brands you use to also further credibility ( like a scrolling ticker of brand names)

#### The features of the site will include:

Google Analytics

Google Search Console

ReCAPTCHA (or equivalent)

Sitemap sent search engines.

Technical SEO audit and fixes should

### 2. WEBSITE DESIGN AND DEVELOPMENT

The idea presented with the proposal will be the basis for the design of the website. Design work will be done in a prototype tool and sign off will be required before proceeding to development.

### 3. HOST AND DOMAIN SETUP

Hosting is required, hosting will be sourced and set up for the requested domain. Maintenance of the account will fall to Michael Keadle at the conclusion of the project.

I offer Cloud based hosting that is incredibly fast, and can not be beat.

The hosting I provide includes:

- **Auto Healing Technology** - The site will heal itself in the event of any service failure.
- **Dedicated resources** - Your website will not share resources with any other websites.
- **Incredibly fast** - Servers are tuned for optimal WordPress performance
- **Caching** - Using a proprietary caching engine, specifically designed to make WordPress sites fly.
- **Upgrades** - SQL Database updates, PHP version updates, WordPress core updates are all taken care of to keep your site as secure as possible.
- **Free SSL** - Keep your site secure and encrypted
- **Instant Scaling Technology** - Scaling your site to millions of visitors happens instantly. There's no need for downtime or a migration to more hardware. You will have unlimited bandwidth.
- **Security** - Security vulnerabilities are closely monitored and handled to reduce the possibility that your site will be compromised. And IF your site is somehow compromised, it will be fixed. For **FREE!**
- **Staging site** - I can test out new ideas in a sandbox environment, without messing around with your live site.
- **Free CDN** - Using a proprietary caching engine, specifically designed to make WordPress sites.
- **Automated backups** - Should something happen to your site, a running 2 weeks of daily WordPress backups are kept!
- **Support** - When you call me, I will connect with a real-live human on the other end, until there is a solution.

## PROJECT TASKS

The tasks required to achieve the scope as described above are as follows:

### TASK 1: SITE DESIGN AND CONTENT ENTRY

The initial content provide to us will be entered onto the site pages. This will include text and pictures for each page to be created with the initial setup. In this day in age, it might even be wiser to designer based on content. You will have access to the site at all time to see progress.

The Content Management System will be setup, installed, and developed so that Michael Keadle is able to maintain the site with very little or no coding in most cases.

### TASK 3: BROWSER TESTING

The site will be tested to make sure it works with modern desktop web

browsers. The site will also be tested to ensure it displays correctly when viewed on mobile devices.

## **ADDITIONAL OPTIONS**

The scope of this project are limited to the above listed items and tasks. Any additional items will be counted as out of scope, and may only be added with separate authorization and approval from you.

**Extra items may only be added through the use of separate Statements of Work.**

# Deliverables & Components

What you will receive

## Deliverables

The following Deliverables will be associated with this project:

### **DELIVERABLE 1: WEBSITE DESIGN**

Following your brief being sent to the designer, we will deliver two draft website design concepts within 2 weeks. One must be chosen for further development. I will allow for two rounds of editing before digital sign-off is required to move forward to building the site.

### **DELIVERABLE 2: WEBSITE DEVELOPMENT**

Once the Design is signed off on, I will start to develop the site to look like the design. This can take anywhere from 2-3 weeks. During this process, the latest changes will be pushed up to the Staging Site.

### **DELIVERABLE 3: STAGING SITE**

Once I have been provided with the content for the site, this will be loaded in and testing can begin. Digital sign off will be required before deploying to the Staging Site. While the site is in Staging, you will get your login credentials and I will go over about 30-60 minutes of training.

### **DELIVERABLE 4: LAUNCHED SITE**

Once final testing and edits are complete, the site will be deployed to your domain. We will then require final sign off and the following components will be delivered.

## COMPONENTS

The following Components will be associated with this project:

### **COMPONENT 1: CDN**

Content Delivery Network allows for the quick transfer of assets needed for loading Internet content including HTML pages, javascript files, stylesheets, and images. The CDN we use is based on the Google Cloud Services.

### **COMPONENT 2: SITE BACKUPS**

The hosting we use will not require you to have a hard back up of the site, since they automatically back up the site everyday for a rolling 2 week history. The hosting also has AI Healing should there be a catastrophic malfunction, the site will heal itself and get back up and running, along with email notifications.

### **COMPONENT 3: SECURITY**

To mitigate security breaches, SSL's are included with hosting. Recaptcha will be used on all forms. Anytime we can use a form instead of exposing someone's email, we will do that also.

**Questions? Just let me know!**

# Your Investment

## Strategy

Pricing is set in a way that it so that it will save you money long term. The guarantee makes sure that you should be able to make changes, additions and edits to your site, while also adding blog posts (If applicable), if it doesn't work then you don't pay. **Yes, really. I will go over this during your final walk through, you should be familiar with the site, and comfortable in making edits.**

The strategy for this is two-fold:

1. I don't take on every client. I've become very good at assessing ideas and whether I can help. I are very excited about helping you.
2. I want to help you save money. By asking a lot of questions, I can determine if there are things that can be automated. By helping you understand and develop the the back end of your site to easily be edited, you won't have to pay someone to make edits, changes, additions to your site. I understand that technology can be intimidating, which is why I will have specifically modified the backend to make things simple.



## The Cost

Below you can find the one-off cost of our web design services.

This is paid upon signing of your proposal and allows me to get straight to developing your website (in-line with aspects outlined in the **Process and Timescales** page) and getting your business the boost you are looking for.

Custom WordPress Development	\$4,500
Custom WordPress Development	
<hr/>	
WordPress Dedicated Hosting	\$25 /month
WordPress Dedicated Hosting, CDN, SSL, Automatic WordPress Core Updates	
<hr/>	
Automated Plugin Updates	\$5 /month
NOT SELECTED	
For additional security and functionality enhancements. The site is checked before and after updates to make sure there are no conflicts.	
<hr/>	
Image Optimization	\$5 /month
NOT SELECTED	
Make your site the fastest it can be with auto image optimization.	
<hr/>	
Google Reviews Widget	\$5 /month
NOT SELECTED	
Add a Google Reviews Widget to your site	
<hr/>	
Website Optimization / Caching plugin	\$5 /month
NOT SELECTED	
Make your site zoom with our caching plugin	
<hr/>	
Professional Email	\$5 /month

NOT SELECTED

Have a professional email of your .com and have branded emails for when a visitor makes a purchase, auto acknowledging a form fill, etc. 5GB storage, unlimited aliases.

SEO Plugin and SEO Health checking / sitemap creating a regular submission to Search Engines

\$5 /month

NOT SELECTED

**One-off Total** \$4,500

**Monthly Total** \$25/month

## The Real Cost

There's the money changing hands during this transaction and then there's, what I call, "The Real Cost".

### Using that as a starting point, this is the real cost:

Usually how website design firms work, You pay to have the website developed, and then there could be a monthly retainer on for making edits. Even if there are no edits, you are still paying that monthly fee.

The other common practice is that once the site is completed, the design/build of the site is complete, and if there are changes, a quote would be generated as to how long of time it is going to take and there is a minimum time that is billed per instance.

Both of these rely on an outside entity to make edits that you want completed ASAP. Some companies do these edits once or twice a week, which means you will be waiting.

I go about things differently, by making it easy for you to edit about 90% of the site, without any coding. It demands for more work up front from me, but it makes for a happier client.

The usual cost for website editing per month is \$200, that usually gets you about 2 hours of time.

**By the end of Year 1, you'll have saved in \$2400 expenses.**

# The Guarantee

Like most business purchases, there is always a level of risk and uncertainty in the success of a project.

We want to completely remove that risk from you and place it on ourselves.

**In short, if I don't do what I say I'm going to do... you don't pay. Sound fair?**



## Here's how it works

The entire purpose of this project is to increase the number of new leads your website generates.

The branding is something you want to do but it's also required to achieve the level of success we are both demanding from the new site.

### **So, here is the guarantee to you:**

*'All custom development work. If you find something that doesn't work under the original scope of development, on any major browser that was available at the time of launch, I will fix it without charge for 1 year after we complete work on the site.'*

### **3rd Party & Open Source Software**

I use open source software, (WordPress and its plugins) The theme I use is one I have created just for you. This is to save you time and money! If I were to develop a custom site, you could end up paying thousands of dollars

more, for the same functionality you can get from open source software.

I cannot guarantee any of the software that I didn't build myself, including open source software and software built by 3rd party developers. In order to mitigate the potential for problems, I use my expertise to evaluate the software I use on your site and I test your site, before launch, to make sure everything is working properly.

Open source software must be maintained and updated regularly in order to patch any bugs or security issues. I greatly recommend regular updates and provide a managed security solution along with WordPress Dedicated Hosting in order to make this process easier for you.

I am not responsible for bugs or conflicts in 3rd party software installed on your site. Free plugins and themes may come with some limited support provided by the author/developer, but it is not guaranteed. I use only premium (paid) plugins, which I have licenses for, and the developers offer support their own to which I will interface with.

If you find a bug and would like assistance in resolving the issue, I am happy to help you find a replacement for a non-functioning element, or fix it.

## **GUARANTEE TERMS**

The guarantee is only valid providing you follow the guidance and the Terms & Conditions, but other than that, I don't achieve you don't pay. You can't beat that.

# Terms & Conditions

## Summary

You, Michael Keadle are hiring MindChip Industries to design and develop a website for the estimated total price of [price] outlined in our previous correspondence.

As my customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide me with everything that I need to complete the project including text, images, fonts and other information as and when I need it, and in the format that I ask for. You agree to review my work, provide feedback, and sign-off approval in a timely manner and are bound by any deadlines that we set together. You also agree to keep to the payment schedule set out in this proposal.

Should there is a lapse of 10 business days, (2 weeks) where I have been waiting on you for direction, assets, collateral, content, images, feedback, or anything that will stop me from progressing with the development of the site, I reserve the right walk cancel this agreement, and there will not be a refund. I may or may not remind you of this if the time is getting close. I understand that there could be a time where one could be on an extended vacation, which would be acceptable, but this would be discussed beforehand. This basically applies to ghosting. This is clause is only to keep the project moving forward.

I have the experience and ability to perform the services you need and I will carry them out in a professional and timely manner. I will endeavor to meet all the deadlines set but am not responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved my work on time at any stage. I will also maintain the confidentiality of any information that you give me.

## Details of the works

I will create designs for the look, layout, and functionality of your website. This contract includes one main design and two opportunities for you to make revisions to the final design. If you are not happy with the design at that point, I will provide you with an additional quote for extra design work needed. If instead, you wish to cancel our agreement, you may do so and I will retain the initial payment for the work completed to date.

## **HTML/CSS layout templates**

I will develop using valid HTML5 markup and CSS3 for styling. I will test all my markup and CSS in current versions of all major browsers including those made by Apple, Microsoft, Mozilla, Google and Opera. I will also test to ensure that pages will display visually in a similar—not necessarily an identical—way in Microsoft Internet Explorer for Windows as this browser is now past its sell-by date. Industry standard is 2 versions lower than current version.

I will not test these templates in old or abandoned browsers, for example, Microsoft Internet Explorer 5, 5.5 or 6 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified.

## **Content**

I am not responsible for writing or inputting any text copy. I will be happy to help, but significant work on my part will result in a charge above and beyond the original price. This will not be done without your approval of an additional quote provided in advance. I am the expert in development, and you are the expert in your field.

## **Photographs**

If needed, you will supply me photographs either in digital format. If you choose to buy stock photographs that price will be added to the initial quote. Stock photography will not be purchased without your written approval and I also have access to very large library of royalty free stock images, videos, and icons.

## **Changes and revisions**

The estimate/quotation prices in this proposal are based on the time I estimate I will need to accomplish everything that you have told me you want to achieve. If you do want to change your mind, add extra pages or templates, or even add new functionality, that won't be a problem. At that time you will be provided with an additional quote for the extra work.

## **Technical support**

As agreed, the quote provided includes the installation and set up of your site on your server as well as the implementation of Google Analytics.

To speed up the development process, we use a specific hosting company that specializes in WordPress Hosting. This hosting also includes an SSL to make your site secure. We recommend using this service and I will automate the updates to WordPress Core, and the Premium Plugins that we use.

I offer or include technical support for website hosting, but not email, or other services relating to website domains or records. If you do require help with anything beyond the design and development of your site, I will be happy to

help. We will help you get everything connected.

## **Legal**

I am not liable to you or any third party for damages, including lost profits, lost savings, or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages—even if you have advised me of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

## **Copyrights**

You guarantee that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide me for inclusion in the website are either owned by you or that you have permission to use them.

When I receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that I create for you for this project. I will give you a copy of all files and you should store them carefully as I am not required to keep them or provide any native source files that I used in making them.

You also own text content, photographs, and other data you provided unless someone else owns them. I own the HTML markup, CSS, and other code and premium plugins I license to you for use on only this project.

I also reserve the right to display and link to your completed project as part of my portfolio and to write about the project on websites, in magazine articles, and in books.

## **Payments**

As agreed, our payment schedule will be as follows but may be revised based on further conversations between us. You had indicated that you wanted to have 2 different phases. One for frontend sans WooCommerce and then frontend work for customizing WooCommerce out of the box functionality and layouts.

25% of total fee upon Project acceptance, and kickoff.

25% of total on delivery the front end of the site (Header, Footer, Pay layouts, custom blocks, forms)

25% of total fee on delivery of WooCommerce frontend work.

25% (final payment) upon site launch.

Interest accrued if payment is more than 14 days late. We reserve the right to add 5% any outstanding balance every 7 days, starting from 15th day after receipt of the finished product.

**You cannot transfer this contract to anyone else without my permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.**

# Approve Proposal



**If you would like to join me and become a client then I'd be delighted to have you.**

## **Next steps**

1. Sign below by typing your name and hitting 'Sign Proposal'
2. I'll arrange another meeting where I'll gather all the details I need.
3. I'll be in touch with your invoice details and will set up billing

**I'm ready to rock, are you...?**

I, Michael Keadle, agree to the terms of this agreement and I agree that my typed name below can be used as a digital representation of my signature to that fact..

*MICHAEL N KEADLE*

SIGNED BY

Michael Keadle

SIGNED ON

Date Signed: 9 Jun 2026

Time Signed: 15:15

IP ADDRESS FROM SIGNATURE LOCATION

73.144.17.181



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